



## DONOR DATABASE COORDINATOR JOB DESCRIPTION

**POSITION/TITLE:** Donor Database Coordinator

**POSITION TYPE:** Non-Exempt / FTE

**REPORTS TO:** Chief Development Officer

Growing Home is a nonprofit organization based in Westminster, Colorado. We cultivate a thriving, healthy, and equitable North Metro Denver by connecting people to services and programs to drive community action in the areas of food, housing, parenting education, and lifelong stability. We strive to create a welcoming environment for all by cultivating a sense of home with our participants, staff, and community members. As a community-centered organization, we work in partnership with those with lived experience to ensure programs and services are experience-informed and meet the needs of our community. In partnership with the community, we advocate for local and state policies that will create a more thriving, healthy, and equitable Colorado.

**CORE VALUES:** We grow when we...Belong. Learn together. Partner with the community. Celebrate strengths and prioritize well-being. Recognize our work has impact.

### GENERAL PURPOSE:

The Donor Database Coordinator is primarily responsible for donor database management to grow organizational revenue and track the success of the organization's day-to-day fundraising efforts. Accurate records and data are the foundation of our fundraising efforts. The Coordinator will perform duties with Raiser's Edge/RENXT for gift and donor data entry, generation of reports, analysis of funder data, reconciliation, and assistance with additional fundraising and stewardship-related activities. This position is the point of contact for many active and potential donors, and as such must maintain the highest level of customer service, confidentiality, attention to detail, and knowledge about donor protocol and stewardship. Additionally, the Coordinator supports the Development Team in all list management, reporting/ analytics, direct mail, communications, appeals, and events to support the financial goals, including work for an upcoming capital campaign.

### RESPONSIBILITIES:

#### Donor Database Management

- Oversee donor database integrity, policies, procedures, updates, and automated processes inclusive of accurate daily data entry, processing of contributions and gifts, and ongoing database maintenance.
- Protect confidentiality and security of constituent information.
- Maintains all aspects of the organization's donor records, including code tables, user administration, configuration, campaigns, funds, appeals, budget updates, letters, gift batches, reports, query, import/exports, audits, annual database changes, and receipting.
- Updates individual and organization records, makes address corrections, code changes, additions, and merges.
- Record all gifts and coordinate timely thank you correspondence to donors relative to their level of giving and preferences.
- Receive, process, and code non-monetary/in-kind donations in collaboration with the finance department.
- Generate and verify the accuracy of system-generated receipts.
- Produce and support the analysis of key performance indicator reports for strategic decision-making.
- Run donor analysis queries and reports through Raisers Edge NXT, analyze funder data, and generate lists and reports to develop actionable insights

- Draft, edit, and generate personalized acknowledgements, reports, recognition lists, and links and forms for sponsorships, tickets, and online donations.
- Provide updates on status of individual donor fundraising for meetings/reports.
- Research prospective donors and stay updated on fundraising initiatives/trends.
- Develops & provides Raiser's Edge training to staff.
- Work closely with the Grant Writer & finance department on grant-related data entry and data tracking requirements for public and private grants.
- Maintain all event and campaign-related data, ensuring accurate record-keeping and effective monthly reconciliations/year-end donor summaries of funds raised with the finance department as required by the IRS and best practices.
- Continue to learn more about maximizing the donor database capabilities.

#### Donor Relations

- Follow the donor cultivation and stewardship calendar of cultivation, solicitation, and stewardship activities toward achieving annual giving goals.
- Support BOD, Leadership Team, and Development activities to cultivate engagement with Growing Home and strengthen donor relationships.
- Assist with special and donor cultivation event planning, preparation, execution and data entry, including setting up event registration, ticket sales, sponsorships, auction items, RSVPs, and financial transactions in the RE NXT system as needed.
- Collaborate with the Marketing and Communications Administrator across different opportunities (e.g. direct mail appeals, digital communications, newsletters, Colorado Gives Day, year-end giving, legacy giving, special events outreach, special and social media campaigns) to tell Growing Home's story, share the collective impact of gifts and the capital campaign, and maintain consistent messaging.
- Assist with printed and digital donor mailings, including accurate list management, generation of mailing lists and labels, and mail merges.
- Steward newer, lower-level donors and conduct A/B testing of messaging.
- Minimize donor attrition and attract new sources of support through matching gifts, tribute gifts, local giving days, promotion of monthly giving options, planned giving, and other creative avenues to boost donations.
- Strategize and manage the tactics used to achieve complete donor satisfaction through cultivation activities such as revised thank you emails, personalized notes, calls, etc.
- Support donor tours, events, and fundraising encounters.
- Conduct donor surveys to capture insights as to how to develop a personal touch in donor relations.
- Enter accurate and timely notes of donor meetings to assist in cultivation, segmentation, and stewardship.
- Send tribute cards via mail/email.

#### **JOB QUALIFICATIONS:**

- 2 years successful experience in nonprofit fundraising and communications
- Expertise in database management; Blackbaud Raiser's Edge/RE NXT preferred
- Track record of successful database analysis and cultivation and stewardship of individual donors
- Demonstrated ability to develop and sustain positive relationships with diverse populations
- Strong written and oral communication skills
- Organized, enthusiastic, efficient, and committed personality able to work independently and collaboratively
- Attention to detail in following annual fundraising plans
- Experience with Microsoft 365, Teams, and SharePoint
- Self-starter who can manage multiple, competing deadlines
- Passion for anti-poverty work and social justice

- Experience in special events preferred
- Desire to be a part of an innovative, fast-paced organization and Development department

**Hours of Work & Location:**

- Hours of Work: This position is full-time, 40 hours a week. Work will generally be completed Monday-Friday, between 9am-5:30pm, with some evenings and weekends required. After a suitable period of employment and dependent on job duties, hybrid work locations and schedule may be permitted.
- Location: Work will primarily be performed in the Growing Home offices, with some local travel required. Dependent on job duties, hybrid work locations and schedule may be permitted.

Growing Home is committed to an inclusive workplace. We are an equal opportunity employer.